

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: David D. Zito, et al.

Serial No.: 10/783,383

Filed: February 20, 2004

Title: COMPUTERIZED ADVERTISING OFFER EXCHANGE

Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

**PRELIMINARY AMENDMENT**

Dear Sir:

Prior to examination, please enter the following amendments to the above-referenced application:

Amendments to the Claims begin on page 2 of this paper; and

Remarks begin on page 8 of the paper.